

**Listing of Claims**

This listing of claims will replace all prior versions and listings of claims in the above-identified application.

1-94. Canceled

95. (Previously presented) An apparatus composed of logic blocks to customize a product comprising:

- a first logic block to create a customizable product, the customizable product including a set of one or more attributes to define the customizable product.

- a second logic block to assign the customizable product to a customizable product class, wherein

- the customizable product class is a parent class of a hierarchy defining a configurator, and

- the configurator is configured to reference the hierarchy to permit a user to configure a customizable product for purchase;

- a third logic block to add a component product class to the customizable product class, wherein

- the component product class is a subclass of the customizable product class, and
  - the component product class comprises one or more component products selectable for adding to the customizable product;

- a fourth logic block to add a customizable class rule to the customizable product class, the customizable class rule including expressions which define constraints on the one or more component products selectable for adding to the customizable product; and

- a fifth logic block to map a customizable user interface (“UI”) to the customizable product class, the customizable UI to provide access structure to the configurator.

96. (Previously presented) The apparatus of claim 95 wherein the component product class includes component product subclasses.

97. (Previously presented) The apparatus of claim 95 wherein the component product class inherits the attributes of the customizable product class.
98. (Previously presented) The apparatus of claim 95 further comprising:  
a sixth logic block to add one or more component product classes to a port; and  
a seventh logic block to add the port to the customizable product class, the port to allow the configurator to classify a group of component products.
99. (Previously presented) The apparatus of claim 98 wherein the port includes a cardinality attribute, the cardinality attribute to constrain the number of component products, associated with the port, selectable by the configurator.
100. (Previously presented) The apparatus of claim 99 wherein the cardinality attribute includes a minimum cardinality and a maximum cardinality, the minimum cardinality to constrain the minimum number of component products to be added by the configurator, the maximum cardinality to constrain the maximum number of component products to be added by the configurator.
101. (Previously presented) The apparatus of claim 99 wherein the cardinality attribute includes a default cardinality, the default cardinality defines a quantity of the component product class to be added by the configurator.
102. (Previously presented) The apparatus of claim 95 wherein the class rule includes a collection of expressions, the expressions include a property path, a constant, and an operator.
103. (Previously presented) The apparatus of claim 95 wherein the class rule includes a natural language syntax.
104. (Previously presented) The apparatus of claim 95 wherein the class rule is a subclass of the customizable product class.
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113. (Previously presented) The apparatus of claim 95 wherein the component product class includes a static attribute, the static attribute is not associated with a parent class.
114. (Previously presented) The apparatus of claim 95 wherein the component product class, customizable class rule, and customizable UI are object oriented classes.
115. (Previously presented) The apparatus of claim 95 wherein the customizable product comprises a object oriented structure.
116. (Previously presented) The apparatus of claim 95 wherein the customizable product includes versioning.
117. (Previously presented) The apparatus of claim 95 wherein the configurator is stored in a data store.
118. (New) The apparatus of claim 95 wherein the customizable UI is configured to allow customization of a presentation of component products.
119. (New) The apparatus of claim 118, wherein the customizable UI is configured to be customized for a particular product line.
120. (New) The apparatus of claim 118, wherein the customizable UI is configured to be customized for a particular customer base.
121. (New) The apparatus of claim 95 wherein the customizable UI is configured to allow a runtime session to dynamically generate a UI from a custom UI class.